

Message Text

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PAGE 01 DAMASC 00032 060816Z

14

ACTION NEA-10

INFO OCT-01 AF-06 EUR-12 EB-07 ISO-00 /036 W

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R 060729Z JAN 76

FM AMEMBASSY DAMASCUS

TO USDOC WASHDC

INFO SECSTATE WASHDC 5740

AMEMBASSY ATHENS

USINT BAGHDAD

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

UNCLAS DAMASCUS 32

ATHENS FOR RTDO

KUWAIT PLEASE PASS TO BAGHDAD

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJECT: US FIRM WINS SYRIAN IRRIGATION CONTRACT

1. JOE GIBSON, VICE-PRESIDENT, RAINBOW MANUFACTURING CO.
(P.O. BOX 70, FITZGERALD, GA. 31750, TEL: 912: 423-4341),
WAS IN DAMASCUS RECENTLY TO SIGN \$ 600,000 CONTRACT
WITH SYRIAN MAJOR PROJECTS ADMINISTRATION. CONTRACT
CALLS FOR A COMPLETE STUDY OF IRRIGATION NEEDS AND
AGRICULTURAL DEVELOPMENT FOR 9000 HECTARE AREA OF
SYRIA'S COASTAL EL-SINN, BETWEEN LATAKIA AND TARTOUS.
THE TWO YEAR STUDY WILL BE FOLLOWED BY DEVELOPMENT OF A
500 HA. PILOT PROJECT FEATURING RAINBOW SPRINKLER
IRRIGATION SYSTEM. GOOD CHANCE FOR RAINBOW TO GET
\$ 5 MILLION CONTRACT TO DEVELOP ENTIRE 9000 HA. PLOT.
RAINBOW PUTTING TOGETHER GROUP, POSSIBLY INCLUDING
DUPONT, ELI LILLY AND TVA, TO EXECUTE STUDY. GIBSON
SAYS UP TO SIX US ENGINEERS WILL BE REGULARLY VISITING

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DAMASCUS BEGINNING NEXT SPRING TO WORK ON PROJECT.

2. AS FAR AS WE KNOW, RAINBOW IS FIRST US FIRM TO BREAK INTO BIG SYRIAN MARKET FOR IRRIGATION TECHNOLOGY. AGRICULTURAL DEVELOPMENT AND IRRIGATION VERY HIGH ON LIST OF SYRIAN PRIORITIES REVEALED IN UPCOMING FOURTH FIVE YEAR PLAN. FY 1976 AID PRESENTATION FOR SYRIA, CURRENTLY BEFORE CONGRESS, INCLUDES A LARGE LOAN FOR EUHPRATES BASIN IRRIGATION, WHICH WOULD BE LINKED TO SYRIAN PURCHASE OF US EQUIPMENT, CONTRACTOR SERVICES. US FIRMS ALREADY HAVE A COMPETITIVE EDGE IN SYRIAN IRRIGATION PROJECTS DUE TO US WORLD LEADERSHIP, EXPERIENCE IN THIS FIELD. RAINBOW WON CONTRACT BECAUSE OF GOOD PRODUCT, EXCELLENT LOCAL REPRESENTATION (CHAMI BROTHERS, ALEPPO), AND PERSERVERANCE (GIBSON MADE A NUMBER OF VISITS TO SYRIA). SIMILAR EFFORTS BY OTHER US FIRMS COULD PAY BIG DIVIDENDS IN SYRIA.
PELLETREAU

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976DAMASC00032
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760003-0647
From: DAMASCUS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760184/aaaacwse.tel
Line Count: 78
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: castelsl
Review Comment: n/a
Review Content Flags:
Review Date: 18 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 JUN 2004 by barnescd>; APPROVED <13 AUG 2004 by castelsl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: US FIRM WINS SYRIAN IRRIGATION CONTRACT
TAGS: BEXP, SY
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006